

Job Title:	Marketing Co-ordinator (Non-Event Day)
Department:	Commercial
Reporting To:	Marketing Manager (Non-Event Day)
Hours:	35 hours, Mon – Fri – 9 a.m. to 5 p.m.
Location:	St Andrews
Contract:	Full time – Permanent

Job Purpose

The R&A, which runs The Open, AIG Women's British Open, and governs the sport of golf worldwide with the USGA, are recruiting a Marketing Co-ordinator to support the planning and execution of marketing campaigns and activities in relation to the Non-Event Day areas of the business.

The role requires an individual who can engage and convert audiences through creative campaigns, activities and tactics which deliver growth across core revenue streams (e.g. Sponsorship, E-Commerce, Membership and Broadcast).

Commercially focused with a creative and analytical mind, the individual will play a big part in the growth and management of The Open and AIG Women's British Open's ownable and addressable audiences, as well as developing a world class membership programme (The One Club).

Reporting to the Marketing Manager (Non-Event Day), the individual will support the growth of The Open and AIG Women's British Open's reach and that of partners, sponsors and broadcast partners of the Championships and critically, boost the experience and reputation of The Championships and The R&A.

Job Description

- ROLE AND RESPONSIBILITIES**
- Growth of an Owned and Addressable Audience**
- Support the Marketing Manager (Non-Event Day) in taking responsibility for The Open and AIG Women's British Open's contactable audience, identifying gaps and growth opportunities and the mechanism to effectively engage these audiences
 - Develop relevant strategies and tactics, target volumes and budgets to drive growth of the known audience
 - Support the development of a known segmented audience
 - Ensure suitable GDPR and Data Compliance is in place, managed and maintained across The Open and AIG Women's British Open's databases
 - Leveraging spikes around event weeks to maximise the growth of audiences across The R&A's major championships
 - Accountable for the various mechanisms to capture attendees and followers (e.g. Member tent, swingzone, livestreams, widget etc) which are all set up and optimised to drive sign ups
- Marketing of Owned Channels**
- Draft and execute marketing campaigns to drive usage of The Open's channels year-round
 - Draft and execute marketing campaigns to drive usage of the AIG Women's British Open channels, initially during event week with the intent to grow this year-round in the future
 - Promotion of the app, livestreams and website to drive an increase in users, frequency of use and positive sentiment from a global base
 - Leverage increased usage across channels, to create greater levels of suitable data capture

Amplify Sponsorship and Licensing agreements and support sustained revenue growth

- Support the heads of commercial functions, identify new ways to grow the value of existing and future agreements and partnerships and provide marketing support to realise this growth
- Identify the best way to activate Patron agreements through content
- Support and promote licensing agreements through relevant channels to target audiences
- Marketing contact for broadcast agreements / activations

Expand reach through Earned and Paid channels

- Development of an earned and paid marketing strategy to boost the reach of The R&A's major events
- In partnership with the Broadcast and Content leads, identify and convert new opportunities for content syndication and monetisation of clip rights
- Manage marketing budget to ensure that paid activities (display, social, PPC) are driving the right outcomes in terms of performance, audience capture and reach
- Identify key partners to help support earned marketing strategy, aligning with the Marketing Manager (Event Day) for greater efficiency in achieving objectives
- Track and optimise performance of media spend and effectiveness of earned channel partners

Development of a World Class Membership Proposition

- Support the delivery of the four pillars of The One Club's proposition
- Own and track relevant measurement of engagement and data collection to shape future recommendations for The One Club's development and growth
- Work on development of the next strategy for The One Club with the potential to monetise membership
- Support the transition and implement the upgraded proposition for The One Club
- Market a monetisation proposition to drive conversion of existing members and acquisition of new members

Creation and growth of direct revenue

- Plan, execute and track campaigns to drive commercial returns through retail and membership
- Coordinate campaigns with 3rd parties to maximise returns and identify suitable / high propensity target audiences
- Identify new means to expand revenue opportunities

QUALIFICATIONS AND EXPERIENCE

- Educated to degree level, or equivalent work experience in a marketing role
- Strong knowledge of digital communications and understanding of a fully integrated marketing mix.
- Experience in using CMS websites desirable
- Experience or understanding of digital platforms such as email marketing programmes desirable.

REQUIRED SKILLS

- Ability to write engaging copy – strong written English desirable
- Excellent interpersonal skills with the ability to communicate effectively at all levels, both internally and externally
- Passionate about social media, in particular paid-for campaigns
- Strong organisational skills, with an ability to juggle multiple tasks under pressure

- Proactive, self motivated and ambitious with the ability to think for yourself
- An enthusiasm and understanding of marketing campaigns is essential
- Awareness of planning for customer communications across global markets
- Understanding of customer digital experience and awareness of presenting content in a digital space

To apply for this vacancy, please send your c.v. and covering letter, stating your salary expectations to Susie Crocker on recruitment@randa.org by the closing date of midday on Friday 24th January 2020.

How your information will be used

In order to progress your application, for administrative purposes, The R&A will record, keep, and hold the personal data which you have provided in this application stored in our Human Resources files. Your data will not be transferred to any third parties outside of The R&A group companies. If your application is successful, The R&A will hold this data as part of your employee record which will be stored on the basis of our Privacy Policy. In the event that your application is unsuccessful, we will hold the application form and the data contained for three months in case of a future vacancy which we may invite you to apply for, following which we will delete it.

If you have any questions about The R&A's use of your data, please contact us.

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This job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the position.